

# RTAMS OVERVIEW & VISIONING SURVEY RESULTS

CATMUG Monthly Meeting  
October 5, 2016



# MOVING YOU



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## RTAMS Overview



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# Mapping and Statistics (RTAMS)

Chicagoland's Transit Data Warehouse

- Ridership Statistics
- Routes, Stations and Lines
- Planning Projects
- Maps and GTFS Data
- Capital Projects
- Vehicles and Rolling Stock
- Sales Tax and Financial Reports
- Political Jurisdictions
- CTPP Data and Demographics

The Regional Transportation Authority Mapping and Statistics (RTAMS) is a data warehouse for planning and financial information on the transit system in the northeastern Illinois area surrounding Chicago. RTAMS also allows users to access transit and related data through interactive maps.



## RTAMS Mapping Applications



Transit Oriented Development



Interagency Signage

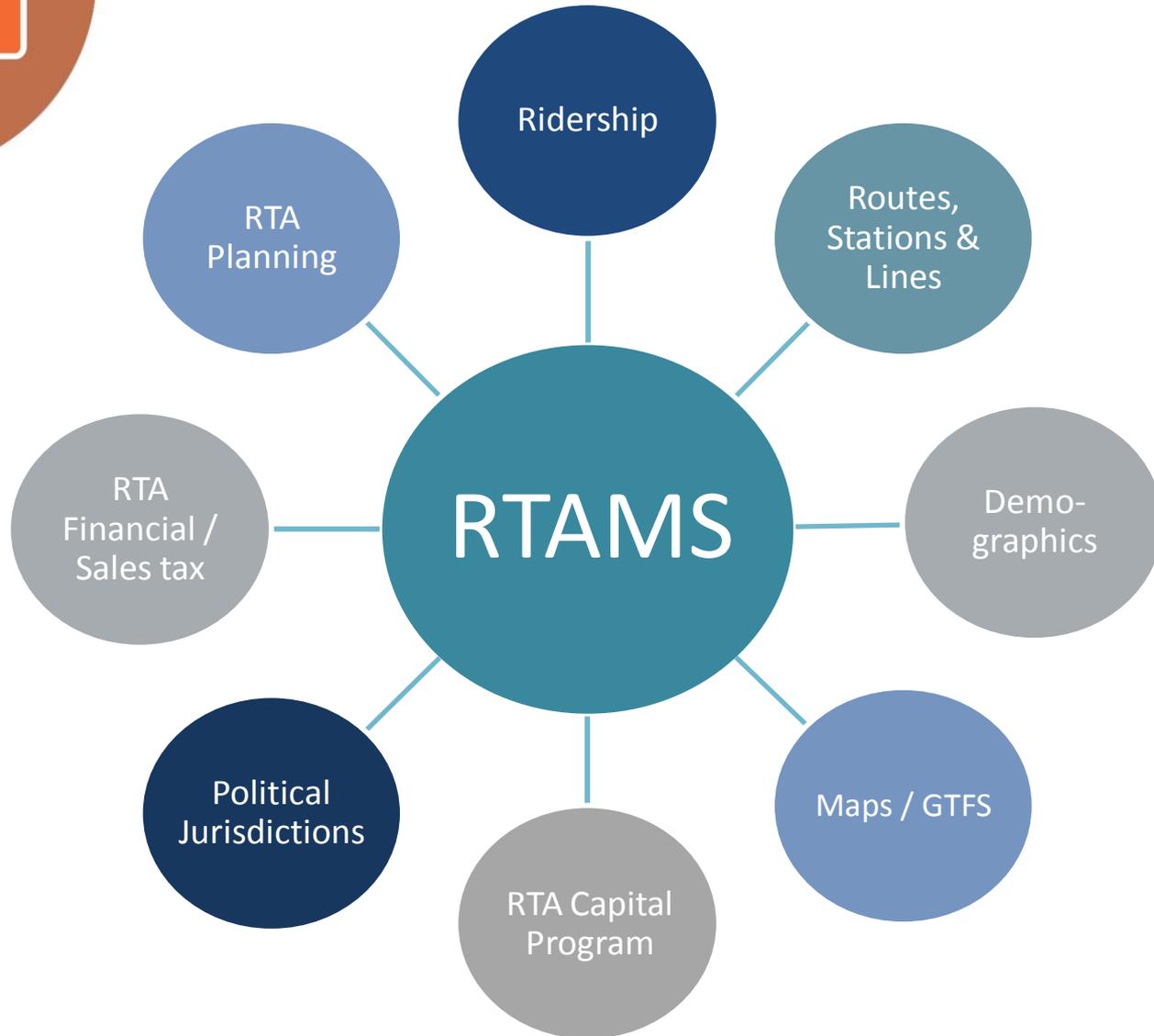


Transit Signal Priority



Congressional Districts

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## RTAMS Demo



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# 2016 RTAMS 'Visioning'



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## **Visioning Process**

- Created Steering Committee (RTA, CTA , Metra, Pace & CMAP)
- Developed an online survey
- Analyzed / summarized results
- Prioritized enhancement ideas
- Developing RFP

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## Survey

- 13 questions
- 7 checkbox
  - Affiliation
  - Primary content area(s) visited
  - Secondary content areas
  - Amount of data
  - Ease of use
  - Site frequency
  - Mapping
- 4 text input
  - Missing content
  - Missing functionality
  - Other ideas
  - Anything else to add
- 1 summary report
- 1 request contact

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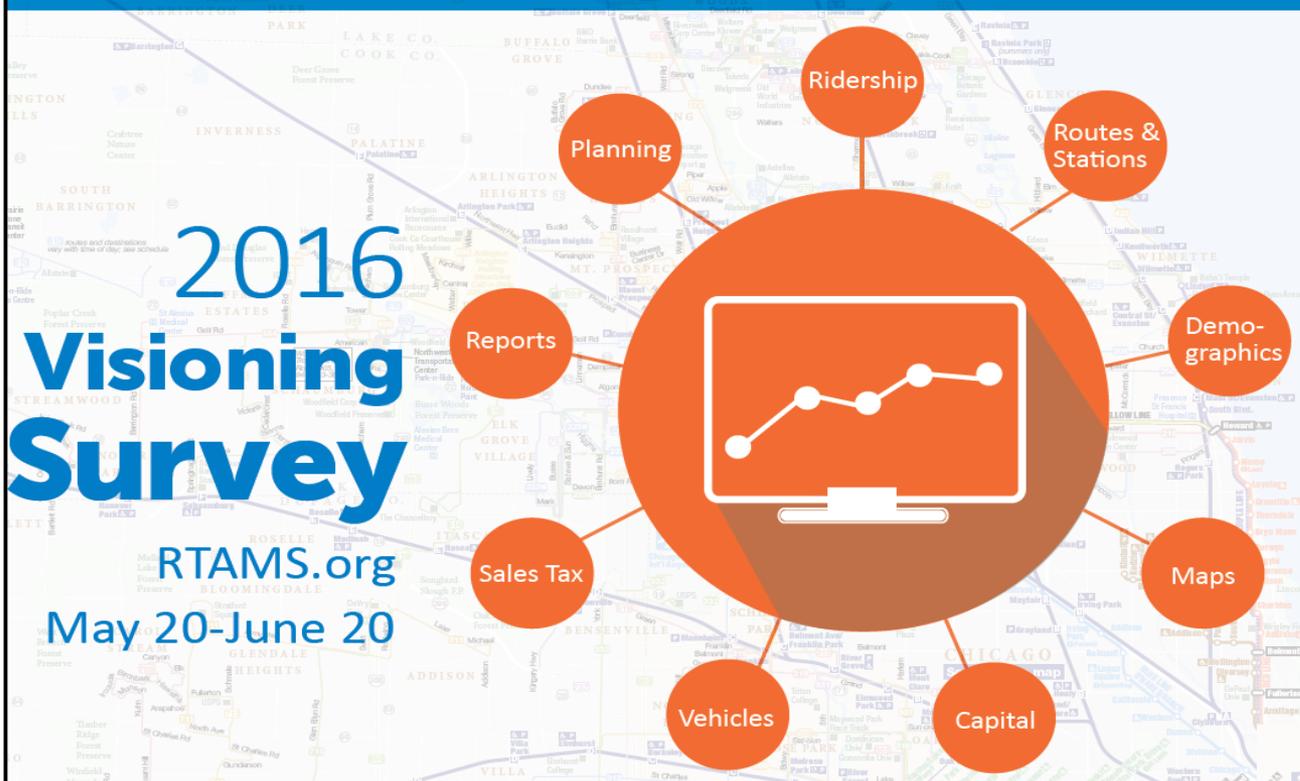
## Survey Cont'd

- RTAMS.org and RTAChicago.org
- RTA's 'Ride On' Blog
- Council of Government Meetings
- CMAP Transportation Committee Meeting
- Specific contacts
- Reminder / announcement card

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**RTAMS** RTA Mapping and Statistics



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# Visioning Survey Results

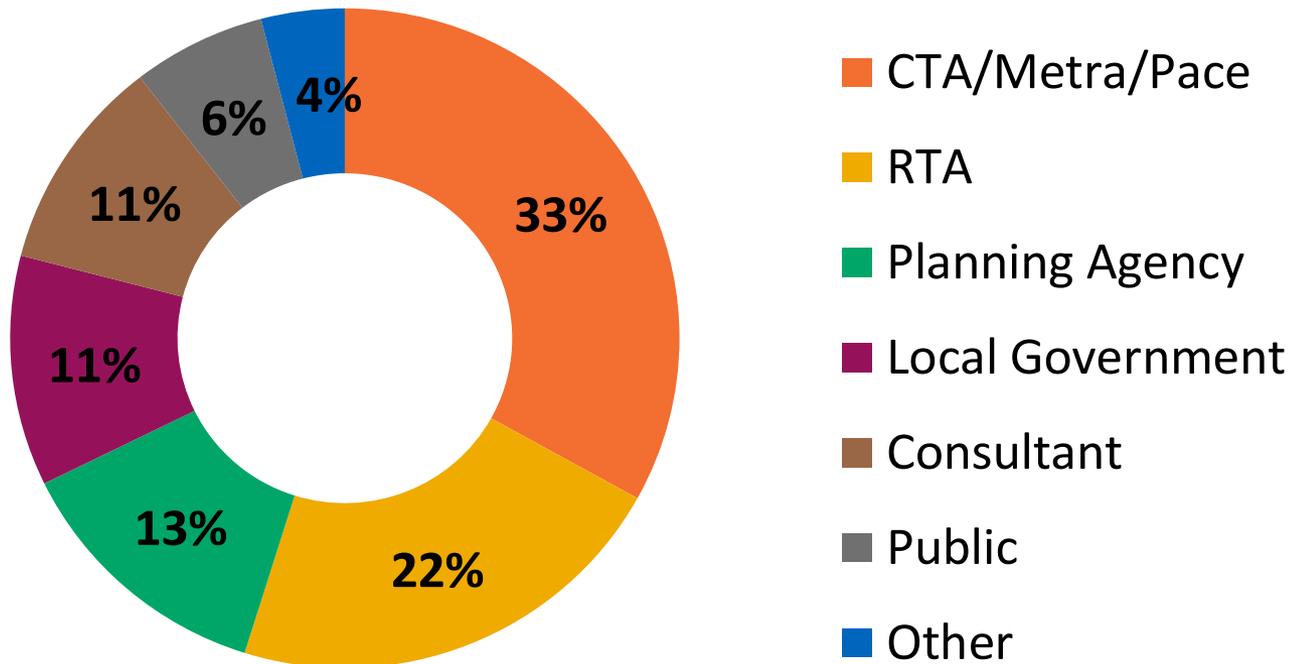


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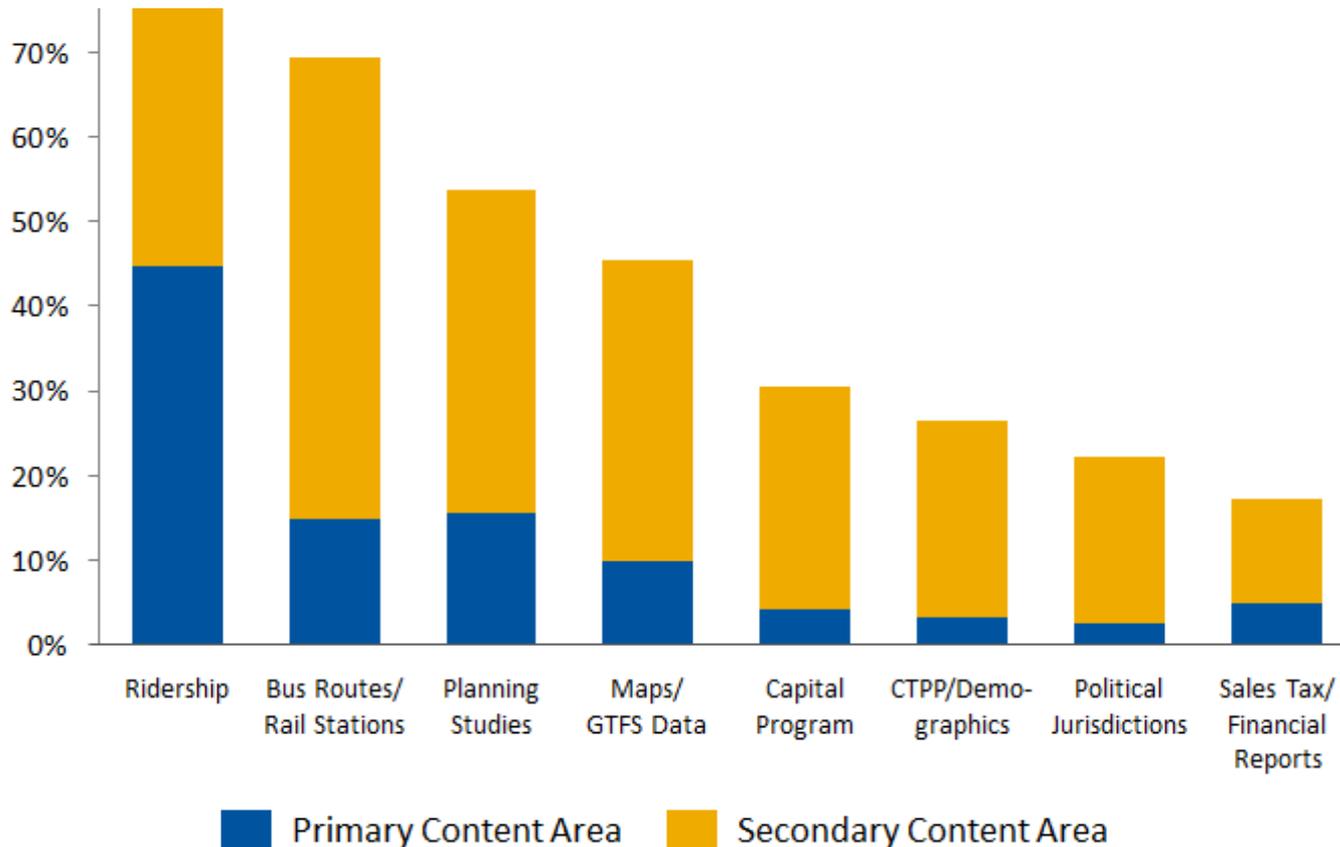
## Survey Respondents



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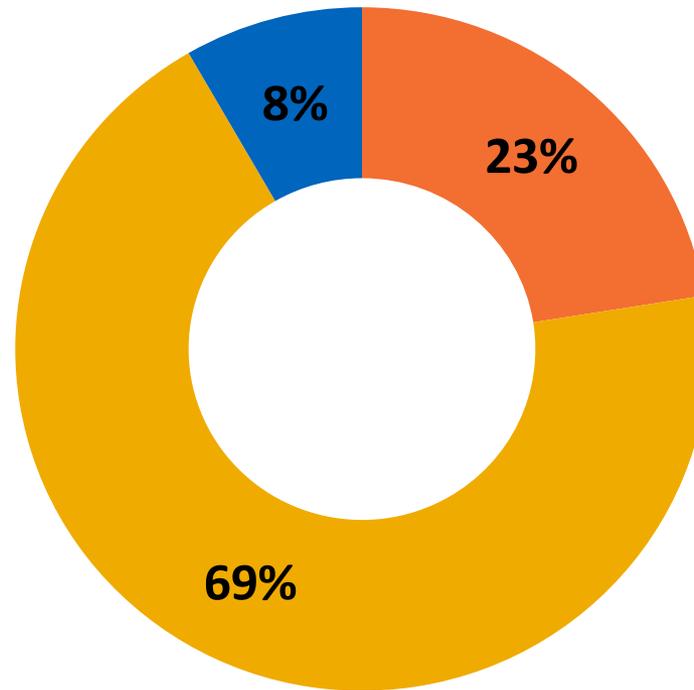
## Content Areas



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## Amount of Information

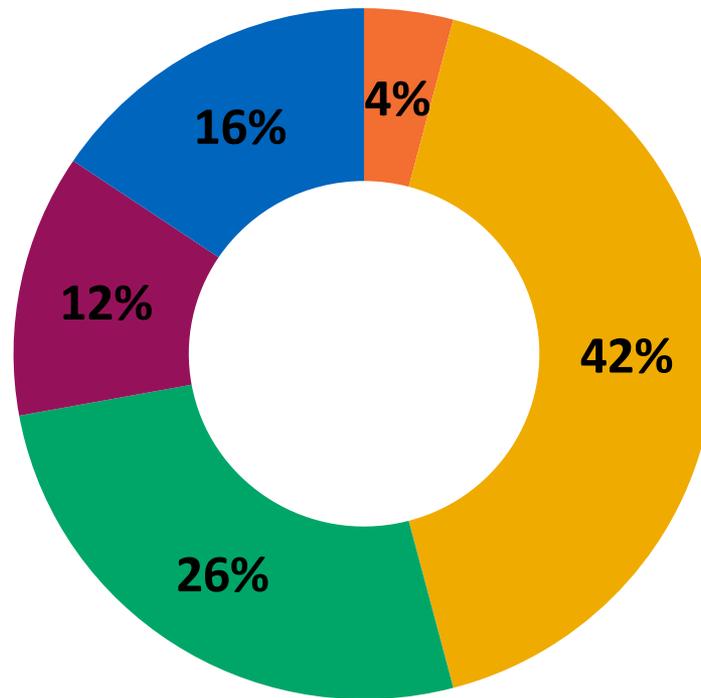


■ Not enough ■ Just enough ■ Too much

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## Site Visits Per Month

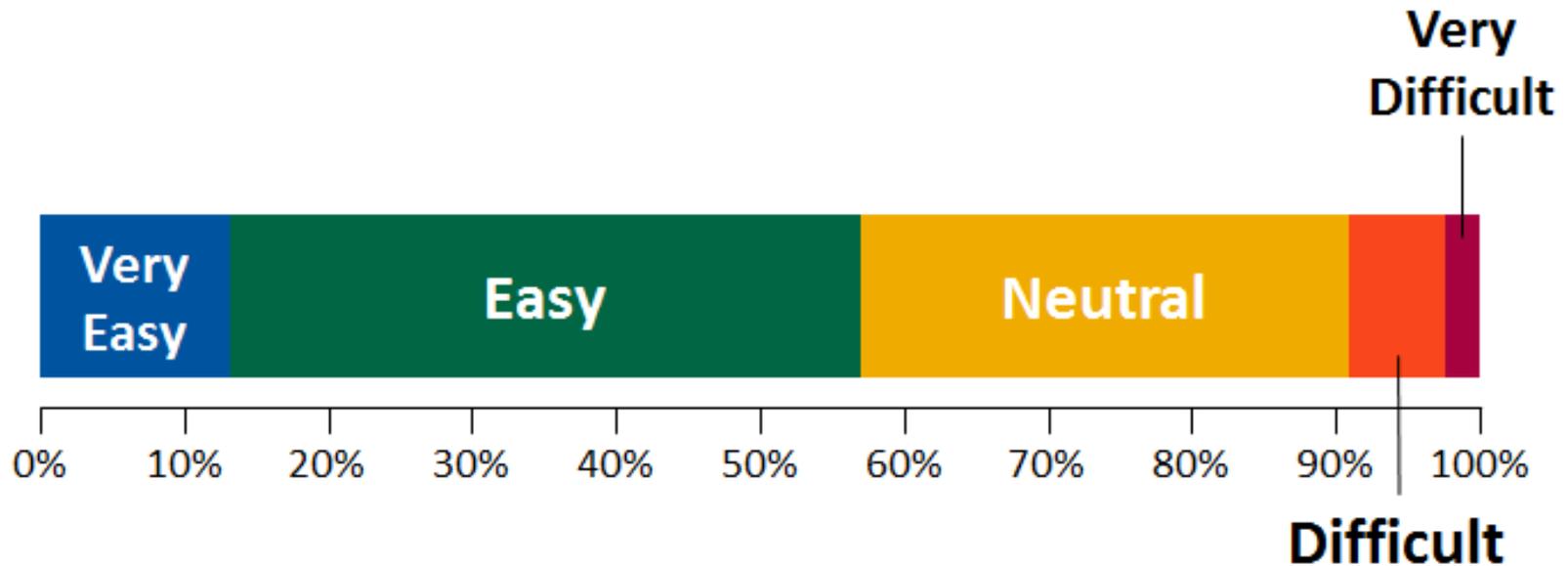


■ Never   ■ <1   ■ 1-2   ■ 3-5   ■ >5

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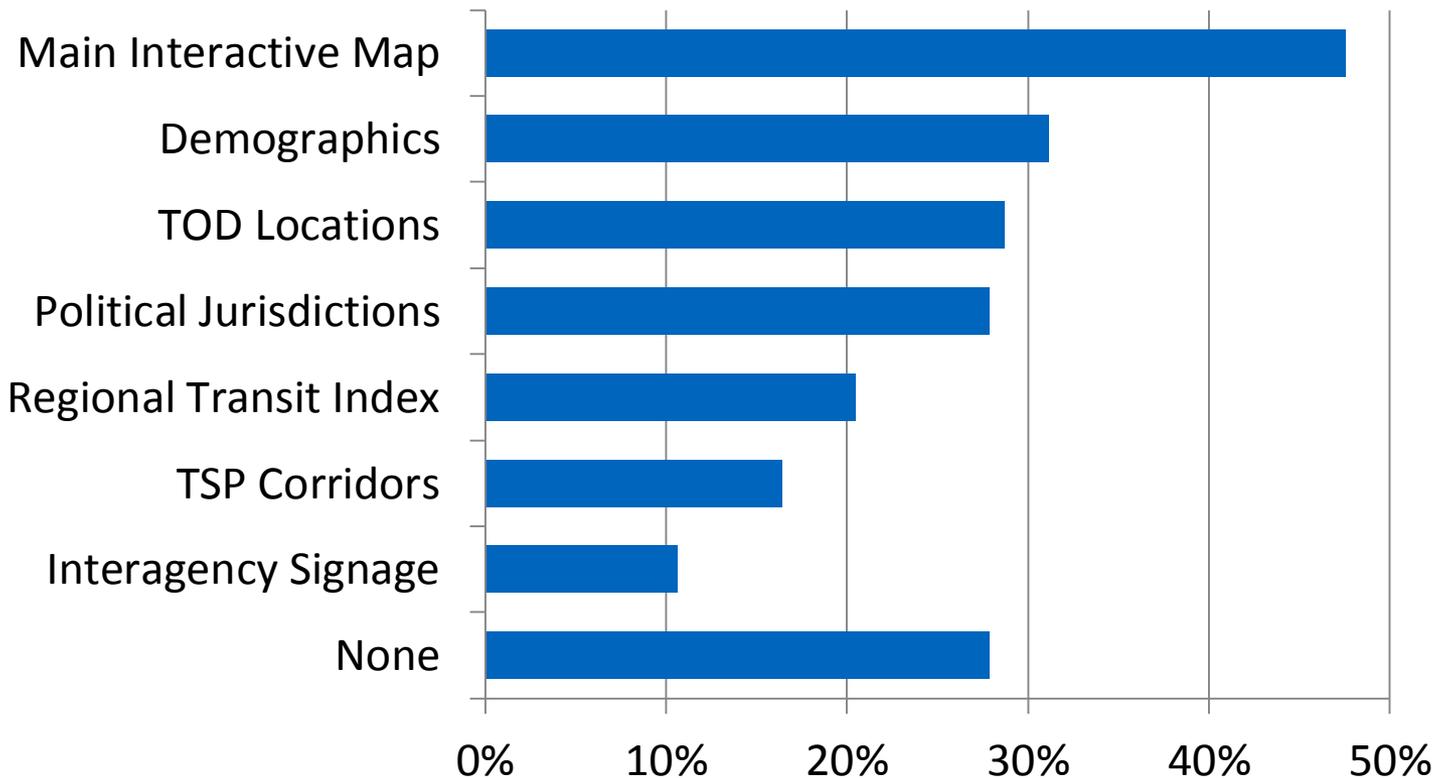
## Ease of Use



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## Use of Mapping Applications





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## Respondents' Ideas

### *Content*

- Additional and more granular ridership data
- More capital and financial reporting & mapping
- Performance data
- Additional regional demographic information

### *Functionality*

- Data download
- More search functionality and improved navigation
- More printable reports
- Mobile compatibility

	AVERAGE			WEIGHTING			Total Wt.	Rank	Total Unwt.
	Frequency	Importance	Feasibility	Frequency	Importance	Feasibility			
<b>Ridership</b>				<b>2</b>	<b>3</b>	<b>1</b>	<i>&lt; Can be multipliers or percentages</i>		
Performance mapping and dashboarding	3.8	3.8	3.3	7.6	11.4	3.3	22.3	2	10.9
More granular data (bus stop level, fare zone, etc.)	3.1	4.0	3.0	6.2	12.0	3.0	21.2	5	10.1
<b>Capital and Financial Section Enhancements</b>									
Include mapping of capital projects	3.3	3.2	2.9	6.6	9.6	2.9	19.1	11	9.4
Identify by geographic location	3.2	3.0	2.9	6.4	9.0	2.9	18.3	13	9.1
<b>Demographics</b>									
Data for more jurisdictions and bus routes	3.3	3.2	3.4	6.7	9.7	3.4	19.8	8	10.0
Expand to include more data including income, zero vehicle households and other transit supportive stats	3.8	3.7	4.1	7.6	11.1	4.1	22.8	1	11.6
Interactive mapping for manual selection of geographies throughout the region (free-hand selection)	3.0	3.3	2.7	6.0	10.0	2.7	18.7	12	9.0
<b>Downloadable Current and Historical Data</b>									
Expand to include more historical downloadable data	3.6	3.4	3.2	7.1	10.3	3.2	20.7	6	10.2
<b>Mapping</b>									
Make maps smarter and provide shapefiles/services for consumption	3.4	3.5	3.2	6.8	10.5	3.2	20.5	7	10.1
<b>Sales Tax</b>									
Expand sales tax information to include more geographies	2.4	2.4	3.4	4.9	7.2	3.4	15.5	15	8.3
Cross-tabulate data against ridership and other variables	2.7	2.4	3.2	5.3	7.2	3.2	15.7	14	8.3
<b>What's New/Listserv</b>									
Inform users of new and updated data/content	3.5	3.6	4.2	7.0	10.8	4.2	22.0	3	11.3
<b>Survey Data Section</b>									
New content area devoted to survey data and results published by service boards and CMAP	2.8	3.4	3.9	5.6	10.2	3.9	19.7	9	10.1
<b>Other</b>									
Expand to include more multi-agency reports	3.1	3.3	3.3	6.2	9.9	3.3	19.4	10	9.7
Ventra data	3.7	3.7	2.8	7.4	11.1	2.8	21.3	4	10.2

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## Priority Enhancements

- Expand demographic data
- Add performance data and dash boarding
- List Serv / Email announcements
- Add regional reports
- Expand ridership (stop level, mapping)

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## Questions ?



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# Stay Connected



[RTAChicago.org](http://RTAChicago.org)



RTA “Ride On.” blog



[@RTA\\_Chicago](https://twitter.com/RTA_Chicago)



[Facebook.com/ChicagoRTA](https://Facebook.com/ChicagoRTA)



312.836.7000 -Travel information



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